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ABSTRACT

The interrelation of higher education and corporate management at a time when educational and industrial institutions are reassessing their basic strategies is discussed. The corporate career paths of college graduates are examined with a focus on the comparative advantages of liberal arts, business, and engineering degrees. The three primary sources of information are: a survey of major corporations, focusing on their policies and practices in hiring and promoting college graduates; a parallel survey of middle and senior managers of large companies emphasizing their career experiences and assessment of other managers of varying educational backgrounds; and a detailed examination of the experience of major corporations in the hiring and promotion of college graduates. Seven chapters are as follows: higher education and corporate careers; corporate recruitment of liberal arts graduates; what companies want in liberal arts graduates; liberal arts graduates in corporate careers; educational cultures in corporate management; strategies for educational and corporate change; and liberal education and a new generation of corporate leadership. Appended are a company survey form and a manager survey (interview schedule). Contains approximately 170 references. (SM)

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